



SAN JUAN COUNTY TOURISM PROFILE

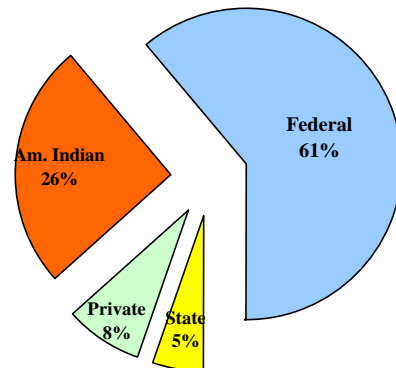
County Indicator	1998	1999	2000	2001(o)	2002(n)	2002(r)	2003	% Change 2002-2003	State Ranking
DEMOGRAPHIC									
Population	14,339	14,403	14,413	13,630	14,063	14,216	14,240	17.0%	17
Total Non-Ag Employment	4,234	4,333	4,035	3,833		3,959	3,864	-2.4%	18
Non-Ag Avg Monthly Wage	\$1,724	\$1,787	\$1,819	\$1,856		\$1,833	\$1,894	3.3%	20
Per Capita Income	\$12,416	\$12,406	\$12,349	\$13,108	\$14,297	\$13,220	\$14,190	7.3%	29
Unemployment Rate	8.2%	7.9%	9.2%	9.1%		9.3%	10.2%	0.9%	27
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$44.8	\$45.7	\$43.1	\$37.4	\$20.6	\$34.5	\$35.5	2.9%	14
Travel & Tourism Related Employment	829	857	816	744	755	1,070	1,083	1.2%	15
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$931.0	\$951.0	\$897.0	\$778.0	\$704.0	\$721.3	\$744.2	3.2%	14
Gross Taxable Room Rents	\$8,455	\$8,637	\$8,243	\$7,700		\$7,390	\$7,278	-1.5%	12
Transient Room Tax	\$253.7	\$259.1	\$247.3	\$231.0		\$221.7	\$218.4	-1.5%	12
Restaurant Tax	--	--	--	--		--	--	--	--
Car Rental Tax	--	--	--	--		--	--	--	--
Gross Taxable Retail Sales (millions)	\$102.4	\$96.1	\$89.3	\$87.5		\$88.8	\$85.2	-4.1%	22
REGIONAL VISITATION COUNTS									
SR 491 UT/CO Traffic Count	777,450	813,950	771,975	773,800		792,505	784,750	-1.0%	
SR 163 UT/AZ Traffic Count	680,725	707,735	700,800	708,100		742,775	730,000	-1.7%	
SR 162 UT/CO Traffic Count	532,900	552,975	547,500	552,975		580,350	615,025	6.0%	
SR 191 UT/AZ Traffic Count	402,230	427,780	412,450	400,040		418,290	409,895	-2.0%	
Glen Canyon N.R.A.	2,442,990	2,639,860	2,568,111	2,340,031		2,101,775	1,842,942	-12.3%	
Canyonlands N.P.	436,524	446,160	401,558	368,592		375,549	386,985	3.0%	
Monument Valley Navajo Tribal Park	376,767	380,322	358,573	270,556		225,000	218,000	-3.1%	
Rainbow Bridge N.M.	195,916	234,550	197,614	189,750		167,736	98,865	-41.1%	
Dead Horse Point S.P.	170,010	207,367	173,680	156,627		164,737	161,774	-1.8%	
Natural Bridges N.M.	126,360	129,173	112,573	97,171		109,709	118,965	8.4%	
Hovenweep N.M.	23,699	47,593	43,325	37,421		31,239	25,134	-19.5%	
Gooseheads S.P.	5,736	11,070	33,007	33,265		28,107	57,098	103.1%	
Edge of the Cedars S.P.	19,808	23,789	22,438	16,459		18,877	19,309	2.3%	

Land Ownership - 2004		% Total
Total Acres in County	5,005,848	100.0%
Federal Government	3,053,847	61.0%
BLM	2,075,600	41.5%
US Forest Service	403,875	8.1%
National Recreation Areas	262,244	5.2%
National Parks	266,117	5.3%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	46,011	0.9%
Other*	--	--
State Government	263,287	5.3%
Utah State Parks & Recreation	1,109	0.0%
Utah State Wildlife Reserves	--	--
State Trust Lands	262,178	5.2%
American Indian	1,277,637	25.5%
Private**	411,077	8.2%

*Includes Military and Bankhead Jones land

**May include some local government land

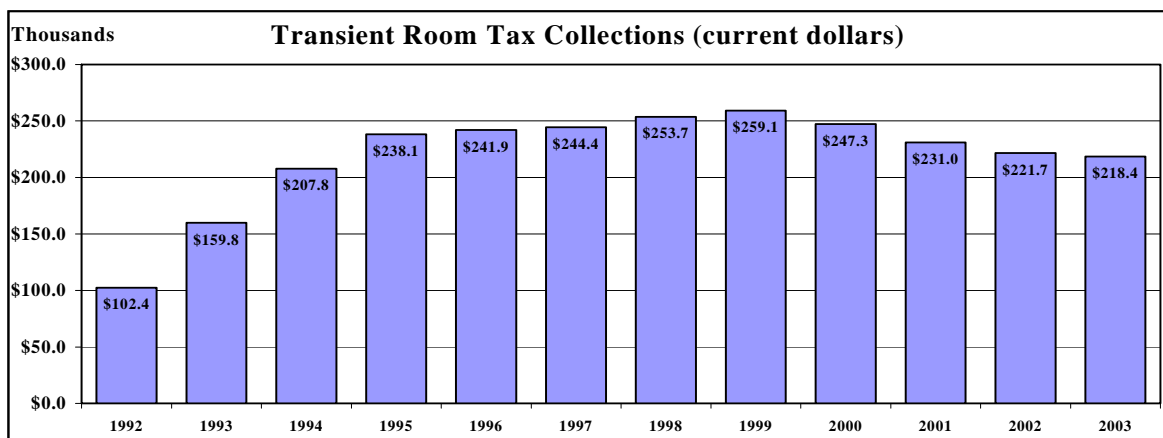
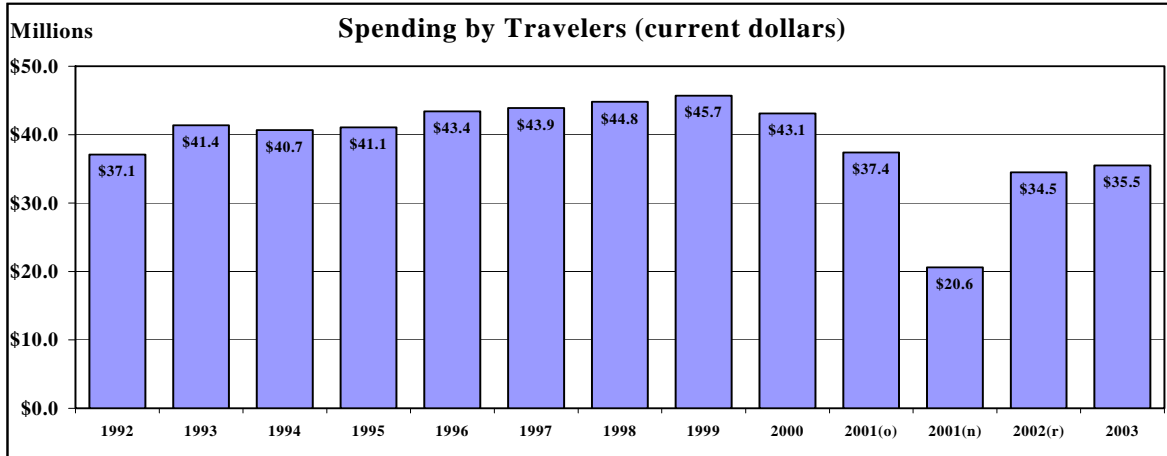
Land Ownership - 2004



r = revised

Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

San Juan County Tourism Profile



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